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JAN 11 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Applicant: Dew)	Art Unit: 2614
)	
Serial No.: 10/003,720)	Examiner: Parry
)	
Filed: October 29, 2001)	50R4792
)	
For: SYSTEM AND METHOD FOR ESTABLISHING TV CHANNEL)	December 15, 2005
)	750 B STREET, Suite 3120
)	San Diego, CA 92101
)	

RESPONSE TO OFFICE ACTION

Commissioner for Patents
Alexandria, VA

Dear Sir:

In response to the Office Action dated December 12, 2005, rejecting Claims 1, 2, 4-12, 14, 15, and 17 under 35 U.S.C. §102 as being anticipated by Staron, USPN 5,805,230, rejecting Claim 18 under 35 U.S.C. §103 as being unpatentable over Staron in view of "official notice", rejecting Claims 3, 13, and 16 as being unpatentable over Staron in view of Bednerak et al., USPN 6,009,116, and noting objectionable informalities in the abstract, specification, and claims, please amend the above-captioned patent application as follows.

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REPLACEMENT PAGE 10

recommend that the viewer select the cooking channel by means of an on-screen recommendation (block 44). Or, the microprocessor 26 can automatically establish a channel on the TV 12 based on the heuristics. Or yet again, at 4 P.M., prior to viewer arrival, the cooking show can be automatically recorded using a recording device associated with the TV 12 and then replayed for the viewer when the viewer arrives home at 6 P.M. and turns on the kitchen TV.

In addition to recommending TV programs, the system can recommend targeted advertising based on the above principles so that TV advertisements can be selectively sent to selected TVs (by, e.g., cable) based on the time/date/location of the TV. Moreover, the above-mentioned programming recommendations can be used as preceding prerecording recommendations, such that the microprocessor 26 records a recommended program for manual or automatic playback at a later time.

While the particular SYSTEM AND METHOD FOR ESTABLISHING TV CHANNEL as herein shown and described in detail is fully capable of attaining the above-described objects of the invention, it is to be understood that it is the presently preferred embodiment of the present invention and is thus representative of the subject matter which is broadly contemplated by the present invention, that the scope of the present invention fully encompasses other embodiments which may become obvious to those skilled in the art, and that the scope of the present invention is accordingly to be limited by nothing other than the appended claims, in which reference to an element in the singular means "at least one". All structural and functional equivalents to the elements of the above-

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